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U.S. Department of Agriculture.

Ferns Are Profit Providers For Enterprising Florists!



Let Ferns Make Profits For You

We can't begin to tell you of the many profitable ways florists use ferns, but—

—Some sell three inch ferns just as they receive them from us at fifteen cents each.

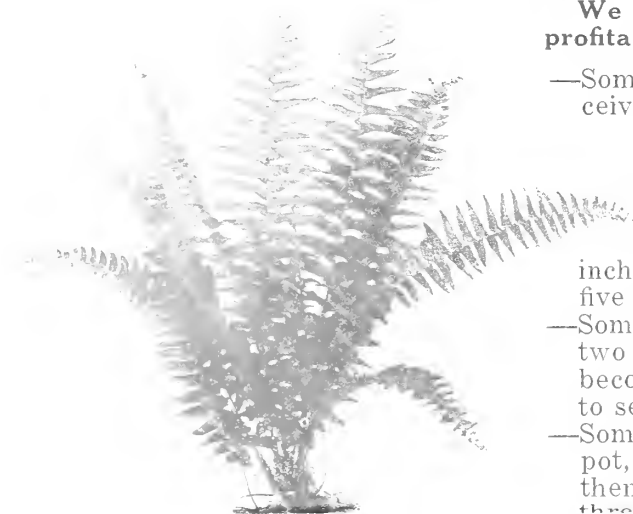
—Some pot three inch ferns in four inch pots and immediately sell for at least twenty-five cents.

Some pot four inch ferns in five inch pots and find a ready market at thirty-five cents and up.

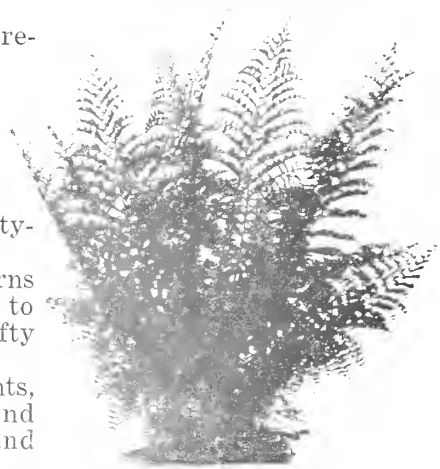
—Some florists, after potting, hold the ferns two or three weeks allowing the plants to become established. They then sell at fifty to seventy-five cents.

—Some combine two or three of our plants, pot, develop for four or five months and then retail the resulting fern at two and three dollars.

—Some florists use ferns extensively for all outside work.



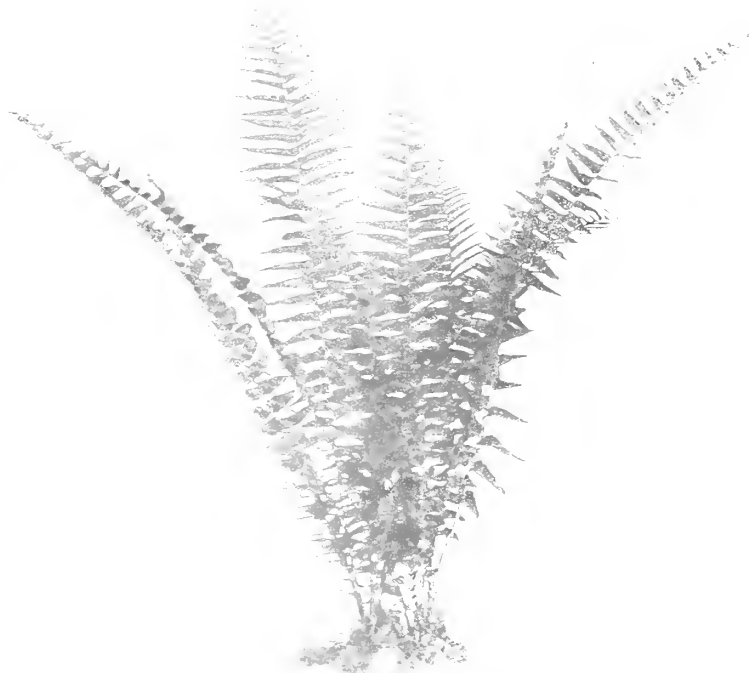
Scotti (Dwarf Boston)
Three inch pot size



Whitmani
Three inch pot size

Service Department

Please feel free to ask questions. The fern experience of our growers is yours for the asking. All ferns are lath house grown, under modern irrigation and heating systems representing an investment valued in excess of \$500,000. We should have the answer to your fern problems if any arise.



BOSTON
Four inch Pot size
Leads in Sales

Sample Plant at Cost

A sample plant of any size or variety will be mailed postage paid on receipt of 25c.

Eight sample plants of any variety or size listed on our order blank will be mailed postage paid for \$1.00.

Sixteen ferns, a sample of each variety and size mentioned on the order blank (see page four) will be sent carriage prepaid for \$1.75.

How They Come

Over a period of years of experience our packers have perfected a wrap in which the plant is protected by dampened Spaghnum moss surrounded with a durable grade of waxed paper. Each fern is individually wrapped and ready for re-sale. If you desire to pot the ferns we will wrap five in a bunch—making it that much easier for you to handle. For years we have been shipping to such distant points as Canada and the Pacific Coast and only a fraction of 1% of the plants have failed to reach their destination in excellent condition. However, the Express Company is responsible for all such losses and claims will be honored if promptly registered by the consignee. **THERE IS NO PACKING CHARGE.**



Springfield (Curley)
Three inch pot size



Roosevelt (Curley)
Three inch pot size

Orange County Fern Growers Association

A Non-Profit Cooperative Association of Fern Growers



Apopka, Florida

Mr. Florist:

A long, long time ago an honest man named Steinway started in to make Pianos. His one idea was to make good pianos; better than could be produced. Today the name of Steinway stands for all that is good in Pianos.

I do not know how long Mr. Steinway seasoned his sounding boards under running water - some people tell us it was for ten years. But I do know that he seasoned them until they were RIGHT.

While not familiar with the troubles of Mr. Steinway's early career, I can hear people saying to him: "Why, Steinway, I can buy Pianos just as good as yours for half the price." And I can imagine a roughish smile on his face as he politely indicated that his pianos would still sell at the price he set because the value was there.

We believe our ferns are the kind you want. We know that they give good results. The success of every one of our customers shows how well we have succeeded. Our growers have studied, planned, worked and experimented for fifteen years on ferns. Many growers have owned their own greenhouses up north - they know your requirements.

Quality ferns, produced through the benefit of such years of experience, are yours by placing your fern orders through our Association's Florist Department.

The fern season is on!

Use the convenient order blank on the reverse side of this letter today.

Cordially yours,
Orange County Fern Clearing House Association.

H. J. Ustler,
President.

HJU/ESM

P. S.--Four and five inch pot size ferns potted now will yield handsome profits during the Christmas season . . . will you get those profits?

FLORIST DEPARTMENT

Orange County Fern Growers' Association, Apopka, Florida

ORDER BLANK

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U.S. Department of Agriculture

Please ship the following fern order to arrive on

Insert Date

SHIP TO:

Name

Street and No.

Post Office State

Shipping Point (If different from Postoffice) State

A remittance must accompany all orders or we will ship C. O. D.

Special price made on orders calling for 500 or more Ferns

Use this column for orders of less than 500

Use this column for orders of 500 or more

Quantity	Pot Size	VARIETY	Price per 100	Total Amount Dollars	Cents
2 1/2 in.		Boston	\$6.00		
3 in.		Boston	7.00		
4 in.		BOSTON	8.00		
5 in.		Boston	10.00		
3 in.		Scotti (Dwarf Boston)	7.00		
4 in.		Scotti (Dwarf Boston)	8.00		
3 in.		Roosevelt (Curly Var.)	7.00		
4 in.		Roosevelt (Curly Var.)	8.00		
3 in.		Springfield (Curly Var.)	7.00		
4 in.		Springfield (Curly Var.)	8.00		
3 in.		Whitmani	7.00		
4 in.		Whitmani	8.00		
3 in.		Asparagus Plumosus	7.00		
4 in.		Asparagus Plumosus	8.00		
3 in.		Asparagus Sprengerii	7.00		
4 in.		Asparagus Sprengerii	8.00		

Total Amount

Quantity	Pot Size	VARIETY	Price per 100	Total Amount Dollars	Cents
2 1/2 in.		Boston	\$5.50		
3 in.		Boston	6.50		
4 in.		BOSTON	7.50		
5 in.		Boston	9.50		
3 in.		Scotti (Dwarf Boston)	6.50		
4 in.		Scotti (Dwarf Boston)	7.50		
3 in.		Roosevelt (Curly Var.)	6.50		
4 in.		Roosevelt (Curly Var.)	7.50		
3 in.		Springfield (Curly Var.)	6.50		
4 in.		Springfield (Curly Var.)	7.50		
3 in.		Whitmani	6.50		
4 in.		Whitmani	7.50		
3 in.		Asparagus Plumosus	6.50		
4 in.		Asparagus Plumosus	7.50		
3 in.		Asparagus Sprengerii	6.50		
4 in.		Asparagus Sprengerii	7.50		

Total Amount

Check Here

Packing Instructions:

- ☐ Wrap each fern separately.
☐ Wrap five in a bunch.

Check Here:

- ☐ Enclosed find remittance of \$1.00 for 8 sample ferns as checked above
☐ Enclosed find remittance of \$1.75 for a sample of every size in each variety as listed above.
☐ Enclosed find remittance of 25c for sample fern as checked above.

No. 1 Boston Runners, per 1000 \$12.00
No. 1 Springfield Runners, per 1000 12.00
No. 1 Whitmani Runners, per 1000 15.00

REMARKS:

All telegraph orders filled same day received.

These price quotations are net, f.o.b. Apopka, Florida, Express Collect.

All ferns now shipped with dirt attached to roots.